



Artist Brief



A Wild in Art event brought to
Ipswich by St Elizabeth Hospice

#TheBigHoot



www.thebighoot.co.uk



Our first Hoot was created
by Angela Ashford

A Hoot to Suffolk

“I was keen for my design to focus on Suffolk, especially after the difficult year Covid-19 has brought, it was important to celebrate the positives around us.”



A fantastic experience!

Many thanks for your interest in taking part in The Big Hoot 2022. In summer 2022, 40 large owl sculptures, all uniquely decorated by artists, will appear in our streets, parks and open spaces across Ipswich. They will be exhibited for 11 weeks from 19 June to 31 August 2022. Ipswich has had two previous trails in 2016 and 2019 with Pigs Gone Wild and Elmer's Big Parade, both in aid of St Elizabeth Hospice.

These wonderful sculptures will form a fun, free, family-friendly art trail for residents and visitors to follow. A feel-good campaign we can all be proud of, The Big Hoot 2022 brings communities together to help them celebrate their town and all that Suffolk has to offer through creativity. Local Schools and Community Groups also have a great opportunity to be involved by designing one of the many Little Hoot sculptures which will also be included on the trail.

Trail explorers young and old will have fun discovering the area, learning about the artwork, and spending time together. They will get outdoors, walk more and share their stories.

After entertaining and bringing people together, the legacy of The Big Hoot will continue as the sculptures will be auctioned to raise vital funds for much-loved local charity St Elizabeth Hospice. The funds raised will support the work of the hospice by providing care and support to those living with life-limiting or progressive illness and their families.

But we need you to help make it happen... Transform a three-dimensional blank canvas – the owl sculpture– with your unique artwork. If your artwork is selected it will form part of the art trail and your work will be seen by hundreds of thousands of people. We are actively encouraging submissions from the local and regional arts community. Designs are welcomed in any medium - traditional to new media, fine art to illustrations, graffiti and mosaic. Whatever the art form, we're keen to add drama, fun and a creative flourish to the Big Hoot 2022!

390,000

Visitors engaged
with the trail.

78%

Agreed that the trail had
created a stronger sense
of community in Ipswich.

73%

Agreed taking part in the
trail made them feel more
active and healthy.

79%

Spent more time in
Ipswich because of
the trail.



* Statistics taken
from the Elmer
Trail (2019)
evaluation
survey.



Support when it is needed most.

St Elizabeth Hospice improves life for people living with progressive and life-limiting illnesses. Our work is centred around an individual's needs. We provide specialist support wherever it is needed, in the home, in the community or at our hospice.



St Elizabeth Hospice is an independent charity providing free services. Every year, our services cost £12.9 million to run, 70% coming from the local community. We rely on fundraising, donations and volunteers to keep going.

Your support through our Big Hoot Wild in Art Trail will help us to provide local hospice care to those who need it.



How does it work?

The Big Hoot helps to connect local corporate, public and community partners across Suffolk, providing a new and uniquely creative avenue for collaboration. All while supporting St Elizabeth Hospice.

Businesses, community groups and education establishments are invited to sponsor a blank 3D Owl sculpture. Emerging and established artists are invited to submit designs that will transform the blank Owl with individual artworks.

Design ideas are then presented to the sponsors who each select their favourite. Successful artists are then commissioned to apply their designs to the sculptures. Schools and colleges also join in the fun, adopting and designing their own Little Hoot Owl sculptures – while taking part in a county-wide Learning Programme. After getting creative in the classroom, they will see their master piece on the art trail and afterwards it is theirs to keep.

Once all the Owls are decorated, they will appear across Ipswich on the streets, parks and open spaces in June 2022 to form a free 11 week art trail. Residents and visitors, young and old, will explore the trail using a bespoke The Big Hoot map and mobile app. These will help them to navigate around the town, discover new places and unlock exciting rewards and discounts provided by our sponsors.

When the trail closes the legacy of The Big Hoot continues as many of the sculptures will take centre stage at a glittering auction to raise vital funds for St Elizabeth Hospice before heading off to their new nesting places.

Timeline

July 2021
Opening of submissions for artists

15 October 2021
Closing date for submissions. Designs to be shortlisted

December 2021
Pairing event with sponsors and designs

February - May 2022
Painting and production of sculptures

Early May 2022
Deadline to return painted sculptures

June - August 2022
The Big Hoot art trail is live

September 2022
Last chance to see all the owls together at a Farewell Weekend

September 2022
Owls auctioned to raise money for St Elizabeth Hospice



Things to note when creating your design

Subject to being selected and shortlisted by a panel, your design will be included in the Design Portfolio which is presented to sponsors. Each sponsor selects their favourite and if yours is picked, you then have time to apply the design to a Big Hoot.

If you're selected, you will receive an honorarium of £900 upon completion of your artwork. Your work will be recognised across all printed material and other related event collateral, including the sculpture's plaque, official trail map, souvenir guide, website and mobile app.

Key information – Design and Materials

You may submit up to three designs but only two will potentially be shortlisted. This is subject to change.

We will require you to sign our standard terms and conditions for each design. When planning your designs, they must be appropriate for public display; the audience will be wide ranging and of all ages.

Designs that are overtly religious, political or sexual in nature will not be accepted. Additionally, neither corporate logos nor advertising is allowed.

We cannot accept designs which infringe on 3rd party Intellectual Property i.e. licensed film, books or TV characters, emoji's etc. This extends to IP relating to celebrity image rights, album art and all other forms of existing visual art, which cannot be used without the express written permission of the author or owner.

Artists may alter the basic sculpture shape but if doing so, must ensure the finished work remains structurally intact. It is recommended that only artists experienced in working with fibreglass submit designs that use this process.

Remember that the public will touch and interact with your sculpture! Therefore, any attachments must be robust and able to withstand this handling (including, potentially, the weight of an adult), not be likely to cause any injury, and must be durable in an outdoor environment.

Subject to availability a painting space will be provided for you to create your owl. Should you wish to paint it in your own studio you will be responsible for collection and delivery of the sculpture. Please be aware of the size and weight of the sculptures when considering this option and consider the extent of additional travel, accommodation or delivery costs if you are not local..

While we welcome all art forms, experience has taught us that collage and/or sticking paper or paper-based products onto the sculpture does not prove as effective as painting or mosaics. Please consider this before submitting your design and be aware that most of the sculptures will be positioned outside for 11 weeks and exposed to the British weather.

When planning your design, you should bear in mind that when placed on the streets, each sculpture is bolted to a concrete plinth using fixings. Artists must keep the base area of the sculpture clear of any attachments.

Artist materials are not provided.

The use of water-based acrylic or good quality colour matt emulsions are recommended, but spray and acrylic pens are often also used by artists to great effect.

To complete your sculpture, it will be finished with a waterproof, non-yellowing varnish which will be applied elsewhere, it is not the responsibility of the artist to apply this.

Artists will not be responsible for placing their sculptures on the streets or collecting them once the trail has closed. We will contact you for any touch-up work that may be required, and if an artist is unavailable, another artist will carry out this work.

Closing date for submissions - 15 October 2021

One of these sponsors* might choose your design...



*Above companies signed up as of 1 June 2021

Get in touch...

If you would like to submit a design to be considered then please fill in the submission form with your completed designs.

Submit via email to: thebighoot@stelizabethhospice.org.uk

Send your designs in the post to:

The Big Hoot, St Elizabeth Hospice, 565 Foxhall Road, Ipswich, IP3 8LX

The deadline for submissions is 15 October 2021.



A Wild in Art event brought to Ipswich by St Elizabeth Hospice

Reg. Charity No. 289154

Claire Jennings

Corporate Fundraising Assistant

Office: 01473 932430

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Office: 07936 371304



www.thebighoot.co.uk



Wild in Art is a leading producer of spectacular, mass-appeal public art events that connect businesses, artists and communities through the power of creativity and innovation.

Since 2008 Wild in Art has animated cities across the world including Manchester, Sydney, Auckland, Cape Town and São Paulo, and created trails for the London 2012 Olympics, the 2014 Commonwealth Games in Glasgow, Historic Royal Palaces and Penguin Ventures. For further information about Wild in Art, visit: wildinart.co.uk / @wildinart

Submission form

(Please use
BLOCK letters)



This form can be completed and submitted online - <http://bit.ly/BigHootArtistSubmission>

Personal Details

Title (Mr/Mrs/Ms/Miss/Other):

First & middle names:

Last name:

Profession:

Address:

Postcode:

Telephone (home/work):

Mobile:

E-mail:

Website:

Social media links/tags:

Artist Name (your name as it should appear on the sculpture's plaque):

Date of birth:

Proposed title for your design:

Artist Statement:

Please provide a short paragraph about yourself and work written in the third person and a brief explanation of your Hoot design. This will be used on the website and other promotional materials.

If you require more space please write on an additional sheet and include with your submission.

Production: Please indicate whether you wish to work on your sculpture at one of the public painting spaces in Ipswich or at a private studio. Please note that if you choose the latter, you may be required to transport the sculpture to your studio/work place. (Note: This selection is not a binding commitment. Locations and slots for the public painting spaces will be provided when you are notified of your design's selection).

☐ Public Painting Space

☐ Own Studio

Are you available to work on your sculpture between February – May 2022?:

☐ Yes ☐ No

When do you think you will complete your design?:

☐ February 2022

☐ March 2022

☐ April 2022

My design is:

☐ Painted

☐ Mosaics

☐ has additional structural modifications

☐ Other

If 'other', please specify:

Sculpture outline: Please complete your proposed design on the outline provided. Submitted artwork must be no larger than A4. Supporting materials are accepted but please keep them to a minimum. All submitted application materials will not be returned. Please remember to keep copies of your application form and all associated materials.

Acknowledgement: By signing this application, I agree to all of the terms and conditions stated and I certify that all statements made in this application are true to the best of my knowledge. I acknowledge that St Elizabeth Hospice is not liable for damage or loss of materials submitted.

Name (print):

Signed:

Date:

Terms & conditions

1. The project is open to professional and emerging artists.
2. You may submit up to three designs but please be aware that, other than in exceptional circumstances, no more than two will be commissioned.
3. All terms and conditions in this application form a part of the agreement between you and Wild in Art in connection with The Big Hoot and by submitting your work you are agreeing to be bound by all terms and conditions in this application form.
4. You must be the sole author and owner of all intellectual property rights of the work entered, or if the work is/are not your own in full, you must have sole permission in writing from the copyright owner/s to use his/her work. Source material or proof of permission in use of another person's work must be made available on request by the selection panel. Wild in Art does not accept liability in the publication of any reproduced art.
5. The design must represent a piece of work that you have the ability to reproduce on a three-dimensional sculpture.
6. Any additions or modifications to the owl must be sufficiently strong to maintain structural integrity of the sculpture and must not cause injury.
7. To enter, the work must be received by the team by the closing date of **15 October 2021**. All entries must be accompanied by a completed artist submission form.
8. No allowances will be made for work that arrives later than the deadline.
9. By completing the Artist Submission Form and submitting your owl designs you consent that all data provided by you may be used by The Big Hoot 2022 and Wild in Art for marketing, communications and evaluation purposes unless you opt out in writing. We don't and never will sell or pass on any of your details to another organisation for them to use for their own purposes. We may, however, use third party organisations to help deliver services on our behalf, for example, distributing our email newsletters or feedback questionnaires, or managing participant lists for our events. At all times we will ensure that we look after your details responsibly – and that any organisations using your information on our behalf do the same. For more information please see Wild in Art's Privacy Policy at wildinart.co.uk/privacy-policy and St Elizabeth Hospice's Privacy Policy at stelizabethhospice.org.uk/privacy-policy
10. Copyright and all other IP Rights in the design belong to and remain with the Artist. However, subject to Wild in Art paying all amounts due to the Artist under any final commissioning contract, the Artist grants to Wild in Art an irrevocable royalty free licence to use the completed artwork for Wild in Art's purposes in connection with the Event, The Big Hoot.
11. You consent to the use of your work, name and photograph in any promotional material carried out by Wild in Art and St Elizabeth Hospice without any further compensation.
12. Your Work will be reviewed by St Elizabeth Hospice and Wild in Art prior to being shown to the Event Sponsors.
13. Work will be commissioned following confirmation by the Event Sponsors. This decision on all matters relating to the work selected to be used is final. No further correspondence will be entered into.
14. Upon commissioning, Wild in Art will enter into a separate contract with you to include an agreed schedule and the terms and conditions of engagement.
15. Wild in Art will provide the owl at no charge to you. Cost of materials is your responsibility. If you are not able to paint the owl in the proposed painting space, you will be responsible for the cost of transporting the owl to your studio. In the unlikely event that we cannot provide a painting space, the costs of transportation of the sculpture will be discussed on a case by case basis.
16. You will provide a list of artist materials –specifically paint, brand and colours used in the application on the owl.
17. Wild in Art reserves the right to withhold any fee payable to you in connection with the event if in its sole opinion the quality of the finished work provided falls below that which can be reasonably expected for public display and/or is substantially different from the design you submitted.
18. The owl remains at all times the property of St Elizabeth Hospice and must be returned in good order.
19. If the owl is returned unfinished by you or deemed irreparable due to damage while in your possession, you shall be charged the full replacement cost of the owl.
20. St Elizabeth Hospice will award commissioned artists with an honorarium of £900 plus VAT (if applicable). This will be paid on completion of the finished artwork, subject to sign off, and all relevant paperwork. Payment will be made within 28 working days of receipt of invoice.
21. Wild in Art may from time to time produce facsimiles of the completed owl in both 2d and 3d form, excluding figurines. For the avoidance of doubt, any agreement reached in connection with any facsimile of your design should include any consideration to be paid to you by Wild in Art and require transfer of rights to Wild in Art.
22. Subject at all times to your agreement Wild in Art may produce a figurine of the completed sculpture as part of the Event merchandise. If your owl is selected to be a figurine, this will be subject to a separate figurine contract and include a royalty fee.
23. Following the event, the owl will be auctioned to raise money for St Elizabeth Hospice. Artists will be invited to renovate the owl subject to, if necessary, an agreed additional fee.
24. By entering your work for consideration to be selected to be used in the Event and for eligibility for payment of the honorarium you warrant that you have all required rights and consents to submit the work and allow Wild in Art to use the work in connection with The Big Hoot. You also agree to grant an irrevocable royalty-free licence to Wild in Art and to use the completed work for the purposes described elsewhere connected with the Event.

Artist name: _____

Design title: _____



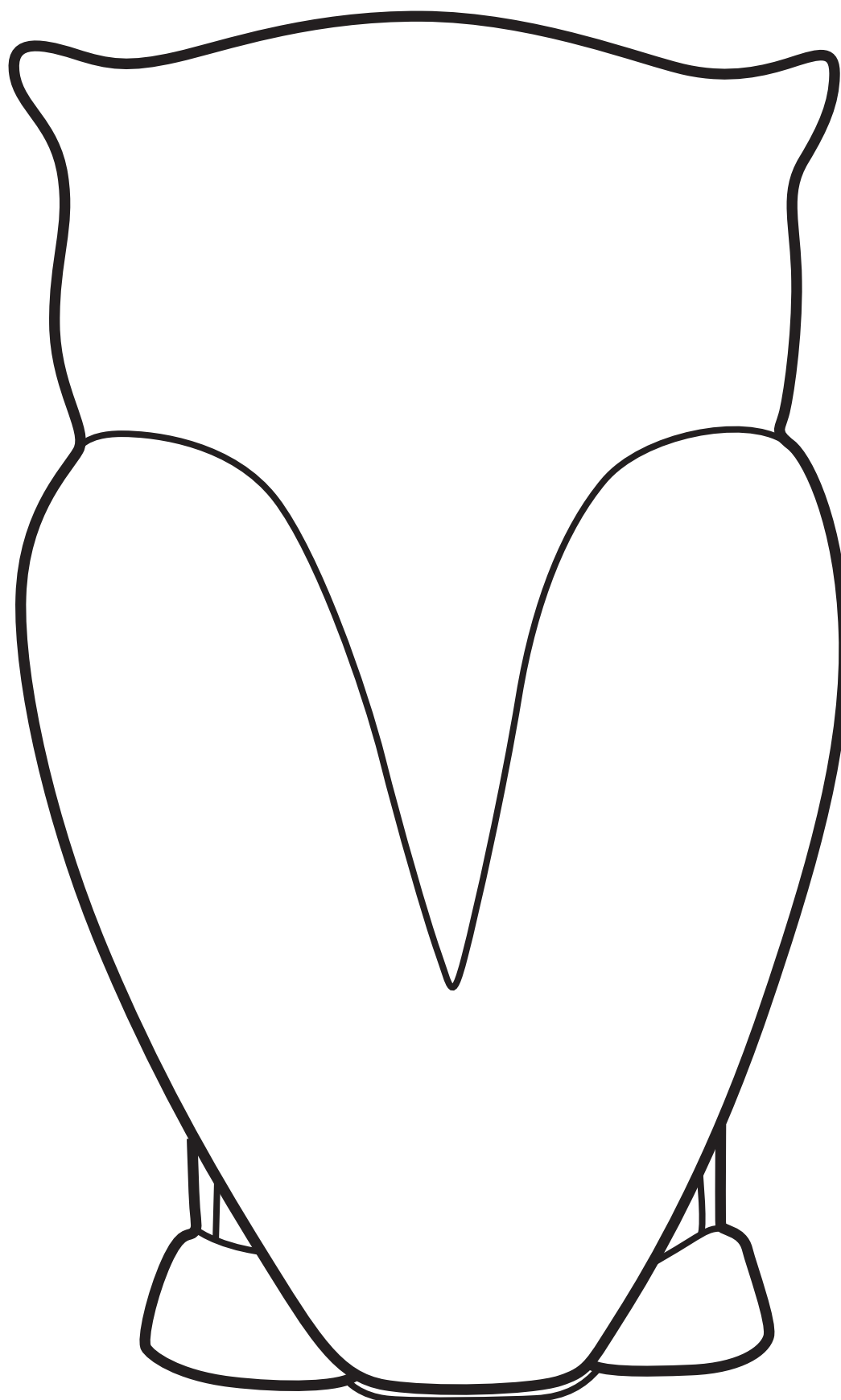
Height:
1630mm

Width:
920mm

Weight:
40kg

Artist name: _____

Design title: _____



Height:
1630mm

Width:
920mm

Weight:
40kg